



Game & Wildlife Conservation Trust
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Press Release

Win lunch for two at Le Gavroche and see Biodiversity in action at Cereals 2010

Visitors to the Game & Wildlife Conservation Trust's stand (number 817) at Cereals 2010 being held at Royston on the 9th and 10th June, will be able to brush up their environmental know-how and will be inspired by the innovative conservation ideas available on the stand from Trust experts.

The Trust's vibrant displays depicting the three themes of biodiversity, farmland birds and soil and water will form a major feature of the stand. In addition visitors will be given an opportunity of winning a hectare of wild bird seed mix, kindly donated by Kings, in an easy to enter competition that involves identifying farmland bird song.

As a partner organisation within the Campaign for the Farmed Environment (CFE), the Trust has also organised a Campaign Trail competition, which will highlight the important aims of this inspiring initiative. Participants entering this competition, which will involve visiting CFE partner organisations attending the show, will be eligible to win some stunning prizes in a prize draw to be held on the Trust's stand at the end of the show. Prizes include a fantastic opportunity to win lunch for two with champagne and wine at one of London's most desirable restaurants, Le Gavroche, which has been kindly donated by Michel Roux Jnr.

Experts such as Dr Alastair Leake, Peter Thompson and Alex Butler will be on hand throughout the show to answer visitor's conservation questions as well as providing sound conservation tips based on the Trust's 40 years of farmland research. A key aspect of the Trust's advice is that it demonstrates by practical example, how farmers and conservationists can effectively run productive farming operations while increasing biodiversity.

Grey partridges will be an active talking point on the stand. Grey partridges are still rare in many parts of the country and their future survival is dependent on active management carried out by arable farmers. As lead partner for the grey partridge Biodiversity Action Plan, the Trust has set up regional help groups across the country and runs a national count scheme, which is now the largest farmer-led monitoring scheme in Europe. Those involved in the free scheme receive considerable support and advice from the Trust and encouragingly, many Partridge Count Scheme members are recording a healthy increase in their partridge populations. This is a fantastic achievement and reflects the hard work being carried out by the farming community to help this vulnerable bird.

At Cereals the Trust's expert advisors will be on hand to discuss the specific management needs of this iconic species, such as creating habitats for brood rearing, nesting and over-winter cover, all of which can be funded through Stewardship schemes.

Recycling farm waste is often costly. However, the Trust's farm at Loddington in Leicestershire is running a very successful small scale recycling centre for more than 80 farmers keen to recycle their waste products such as fertiliser and seed bags, baler twine and pesticide containers. A new innovation, which is a direct result of the experience gained through the centre, was to help produce a new set of guidelines on pesticide container design, to facilitate recycling. This idea has been adopted by BASF and launched for the 2010 season and newly developed pesticide containers will be on display to show how this innovative approach is helping the industry.

What is the relationship between farming and an increase in potentially harmful stream nutrients – especially phosphorus? An interactive display on the stand will explain how the Trust has been researching ways to reduce the pressure of farming on water quality. With new regulations under the EU water framework Directive now in force, this research has important implications for the industry in the future. Some of the results from this study have been surprising. For example domestic septic tanks contributed higher concentrations of phosphorus to the local stream than agricultural sources and sediment and phosphorus concentration was higher in the arable land than grassland.

To find out more about the innovative farmland research that is being carried out by the Game & Wildlife Conservation Trust or to talk to one of the Trust's advisors visit stand 817 at Cereals. As well as benefiting from a wealth of advice, visitors will have an opportunity to win some luxury prizes in the Trust's easy to enter competitions.
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For more information on the Cereals, please contact: Morag Walker, head of media, the Game & Wildlife Conservation Trust. Telephone: 01425 651000 or email: mwalker@gwct.org.uk

The Game & Wildlife Conservation Trust is an independent wildlife conservation charity which carries out scientific research into Britain's game and wildlife. We advise farmers and landowners on improving wildlife habitats and we lobby for agricultural and conservation policies based on science. We employ 14 post-doctoral scientists and 50 other research staff with expertise in areas such as birds, insects, mammals, farming, fish and statistics. We undertake our own research as well as projects funded by contract and grant-aid from Government and private bodies. The Trust is also responsible for a number of Government Biodiversity Action Plan species and is lead partner for grey partridge and joint lead partner for brown hare and black grouse. For

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